

GEB 3218: Professional Speaking in Business

Tuesdays, 10:40am-11:30am

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Office Hours Tuesday, 9:00am-10:00am; and by appointment

TA's

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REQUIRED TEXTS

Adler, R. B., Elmhorst, J. M., & Lucas, K. (2013). *Communicating at work: Strategies for success in business and the professions*. (11th ed.). New York: McGraw-Hill.

Packet (obtained at Target Copy)

COURSE OVERVIEW

Oral communication skills are an important part of today's professional environment. Employers consider an employee's ability to orally communicate his or her thoughts and ideas in a concise and articulate manner as one of the most important skills they can possess. From the interview process, to interpersonally communicating everyday in the office, to delivering formal and informal presentations, what we say and how we say it impacts how others perceive us at work, which can have a tremendous influence on our career trajectory. This course focuses on teaching students the communication skills that are integral to being successful in the business world. Students are taught communication skills for interviewing, formal and informal speaking and presentations, interpersonal conflict, and communicating with a diverse audience. In addition, students will have the opportunity to practice newly acquired skills through exercises and formal class presentations. By the end of the course, participants will have the oral competencies to communicate effectively at work.

OBJECTIVES

Through successful completion of GEB 3218, students will be able to

1. Demonstrate how to deliver effective presentations and speeches.
2. Understand the importance of nonverbal communication.
3. Identify important elements when interviewing for a job.
4. Explain the role of communication in the workplace.
5. Handle conflict situations in the workplace.
6. Listen competently.

EVALUATION

You will be evaluated based on your performance on examinations, presentations, group projects, exercises, participation, and other assignments.

The comprehensive exam is based on any lecture, assigned reading, or discussion in class. **THERE ARE NO MAKE-UP EXAMS; THEREFORE, YOUR ATTENDANCE ON EXAM DAY IS REQUIRED.**

Throughout the semester, there may be various other assignments not listed that you are responsible for completing, and those assignments affect your grade. Those assignments will be announced in class. When completing your work, be mindful of what A, B, C, D and F work represents, for this is how your assignments will be graded. An "A" means that your work is superior and excellent. You have fulfilled the assignment perfectly, and done so in a manner that is outstanding. A

“**B**” means that your work is above average. Your work is similar to an A, but it falls short of being outstanding in some areas. A “**C**” means that your work is average. Although the work might be decent, it is not spectacular and has not met some of the standards the assignment calls for. A “**D**” means below average work. Much or most of the work is unacceptable, but some of it demonstrates the general idea. An “**F**” means that the work is unacceptable.

Note that nowhere is there a grade for effort. It is true there is a substantial relationship between how much effort one puts into an assignment and one’s grade, but it is not always a positive one. Sometimes a person works hard but still did not meet the objective or worked hard at something incorrectly, leading to undesirable results. You are evaluated on your execution of the project, not effort.

The points for each assignment are presented in Table 1.

Table 1
Weighting of Assignments

Evaluation	Points
Elevator Pitch	50
Conference Presentation	100
Impromptu	20
Recommendation Presentation	150
Exam	100
Total	420

A=100%-93%, A-=92%-90%, B+=89%-87%, B=86%-82%, B-=81%-80%, C+=79%-77%, C=76%-72%, C-=71%-70%, D+=69%-66%, D=65%-63%, D-=62%-60%, E=59% and below.

FAILURE TO COMPLETE ASSIGNMENTS

Generally, make-up examinations and late work are not allowed, resulting in a zero for that assignment. In **rare cases** they may be necessary, and it is at the T.A.’s and my discretion if there will be a make-up exam or late work accepted. If circumstances should arise that cause you to miss an examination, presentation, or submit work late, it is your responsibility to personally contact the T.A. before the assignment is due and make the request, which we will review. We very much dislike dealing with make-up exams and late work, particularly because of the excuses that accompany these requests. Excuses such as “something was wrong with the printer” or “something was wrong with the computer” are not legitimate excuses. We will make the final decision for what is a legitimate excuse. In sum, **turn everything in on time and there will not be any problems.**

COURTESY

I expect polite behavior in this class, and that you treat others (including me) with respect, dignity, and consideration. When I am speaking, do not have a discussion with others. When others are speaking or asking questions, be polite, listen and do not create an environment where anyone is afraid to ask questions. If you are engaging in any type of behavior that is deemed disruptive or disrespectful by the instructor, you may be asked and required to leave for the rest of that class period.

ATTENDANCE POLICY

It is your responsibility to attend class. Attending Breakout sessions is important due to the information conveyed and the in-class exercises that enhance the learning process. Only with a documented excuse that the T.A. and/or I deem credible and appropriate will an absence be excused.

- You are considered absent if you are not in your seat within 10 minutes of the scheduled start of class.
- You are considered absent if you leave class early.
- The following will be enforced:
 - For the second absence, 5 points will be deducted from your final grade.
 - For the third absence, 10 points will be deducted from your final grade.
 - You will receive a failing grade if you miss four or more classes.

LATE ARRIVAL POLICY

Arriving to class at its scheduled start time is both professional and respectful. Arriving to class late is deemed unprofessional and disrespectful, and it is disruptive to other students and the instructor. The following policy will be enforced when arriving late to class:

- You are considered late if you are not in your seat at the scheduled start of class.
- For every time you arrive late to class, 5 points will be deducted from your final grade.

EXPECTATIONS & RESPONSIBILITY (THE KISH CLAUSE):

This class uses a standard grounded in the corporate and business world. We expect for students to (1) complete all assignments on time; (2) consistently attend the break-out classes and; (3) fully participate in all class activities. We expect that you will take this class very seriously. We take this class seriously. We believe that students need to be fully responsible for their decisions and actions. Not being prepared with assignments that are due that day result in a deduction of ten points off of your final grade. Students should consider their behavior in the context of having a job. You should ask yourself: "How would my boss respond to my behavior?"

ACADEMIC HONESTY

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as stated at http://www.reg.ufl.edu/01-02-catalog/student_life/. It will be assumed that the following pledge will pertain to all work you submit in this and all courses at UF: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

STUDENTS WITH PHYSICAL DISABILITIES

The classrooms used for your class should prove effectively accessible, but please let your instructor know if you require any special accommodations. The official statement on ADA issues states: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation." Moreover, please rest assured that your instructors will do everything they can to support your individual needs and concerns.

ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to **GEB3218**.

The **Undergraduate** program goals and objectives that apply to this course are:

Goal 3: Possess effective communication skills.

3B. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

GEB3218 Tentative Schedule (Subject to change)

Week of	Combined Meeting (Meet on Tuesday's)	Breakout Section
Aug. 23	Class Overview	-Ice Breakers/Introductory Speeches
Aug. 30	Interviewing-Resume	-Audience Analysis, Conference Presentation Structure
Sept. 6	Executive Presence Presentation Skills- (Ch. 11 & Packet)	Conference Presentation Team Exercise
Sept. 13	Elevator Pitch	-Individual Conference Presentation Practice Exercise -Presentation Days Assigned
Sept. 20	Presentation Skills (Chs. 9, 10 & Packet)	-Elevator Pitch Prep
Sept. 27	Presentation Skills (Chs. 9, 10 & Packet)	-Heavener Career Week- Outside Class Assignment
Oct. 4	Presentation Skills (Chs. 9, 10 & Packet)	-Heavener Career Week Speaker Critique Report
Oct. 11	Interviewing (Chs. 6)	-Conference Presentations
Oct. 18	Interviewing (Chs. 6)	-Conference Presentations
Oct. 25	Persuasion	-Interviewing Simulation
Nov. 1	Persuasion	-Interviewing Simulation continued
Nov. 8	Persuasion	-Recommendation Presentation Discussion -Impromptus
Nov. 15	Nonverbal Communication (Ch. 4)	-Recommendation Presentations
Nov. 22	Influence Techniques	-Recommendation Presentations
Nov. 29	Workplace Presentations (Ch. 12)	-Recommendation Presentations
Dec. 6	Exam (in large lecture, Tues., Dec. 6)	Make-up Week
Dec. 13	Finals Week	

